



WHITESTOWN WELCOMES WHICH WICH SANDWHICH SHOP

Whitestown Location will be 6th in the State

For Immediate Release:

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WHITESTOWN, Ind. – You walk in, grab a bag and a pen, and customize your sandwich. It's a formula that's been extremely popular in the handful of Which Wich locations in central Indiana. Now the sandwich maker is expanding, opening its first location in the quickly growing northwest suburbs.

Which Wich's new Whitestown location will be the sixth in Indiana. Which Wich is currently located in downtown Indianapolis, Carmel, Fishers, Noblesville and Bloomington. Although the franchise is new to Boone County, the man running it isn't. Franchisee Lee Kleiner owns several Dairy Queen franchises, including the one in Zionsville.

Along with tasty sandwiches, the restaurant will bring help for Boone County's hungry through Project PB&J. Launched in January 2014, Project PB&J donates Peanut Butter & Jelly sandwiches to local shelters to help feed children and adults in need. Since 2014, Project PB&J has distributed more than 170,000 PB&Js to the hungry.

Which Wich is just the latest in the growing number of new restaurants to choose to call Whitestown home. Also located in the Anson Development area of fast-growing Whitestown are: Chen's Wok (opening soon), Pie Five Pizza, Buffalo Wild Wings, Gandolfo's Deli, Flapjack's, El Rodeo and McDonald's. Dunkin Donuts is also coming soon and will be located in the retail center known as 'Villages III' currently under construction.

WHAT: Which Wich Ribbon Cutting & Grand Opening

WHERE: 6708 Whitestown Pkwy (just off I-65 at Exit 130, in front of Meijer)

WHEN: Monday, April 18th at 10am

Fast Facts:

- Whitestown is the fastest growing community in Indiana, 4 years in a row
- Whitestown was voted 7th best place in the entire country to buy a home in 2015
- Whitestown was voted the 3rd best suburb to raise a family in the Indianapolis metro area by Niche Magazine in 2015
- Whitestown is ranked #10 in Indiana for most police officers per capita and named one of safest communities in the U.S. by ConsumerAffairs

ABOUT Which Wich:

Which Wich® Superior Sandwiches was founded in Dallas in late 2003 by restaurant entrepreneur, Jeff Sinelli. The national sandwich franchise chain is best known for its customizable sandwiches, creative ordering system, and personalized sandwich bag. In 2014, QSR named Which Wich one of their "2014 Best Franchise Deals" and Forbes listed Which Wich as one of their 2014 "30 Best Franchises To Buy." Which Wich is also the recipient of the 2015 Nation's Restaurant News MenuMasters "Healthful Innovations" award. Which Wich currently has more than 400 locations open or in development in 39 states and 10 countries. For more information, visit www.whichwich.com.

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